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Inside Information

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CORNELL AND 'AG IN THE CLASSROOM'

As part of a national campaign to promote a better understanding and appreciation of agriculture among the Nation's youths, Governor Mario Cuomo has awarded Cornell University State funds to head up New York State's effort to develop and disseminate agricultural instructional materials for classrooms.

"Agriculture in the Classroom" will be a cooperative effort among the New York State Department of Education, the New York State Department of Agriculture and Markets, New York Farm Bureau, and the New York State College of Agriculture and Life Sciences at Cornell.

After pilot program workshops are conducted around the State, the college will instruct trainers, such as Cornell Cooperative Extension agents, agribusiness representatives, farm organizations, and volunteers, to demonstrate to teachers the effective use of the materials in the classroom.

"Agriculture in the Classroom" in New York State is part of a national, cooperative effort with the U.S. Department of Agriculture, State education departments, colleges and universities, and representatives of farm and agricultural organizations throughout the country.

For further information contact Susan S. Lang, Cooperative Extension Service, Cornell University, on (607) 256-3290.

CHICAGO MUSEUM EXHIBITS BEING DISMANTLED

The University of Illinois is disassembling the U.S. Department of Agriculture's award-winning Bicentennial exhibits. The exhibits on America's farmers, called "You Bet Your Crop," were prepared in 1976 for exhibition at Cape Canaveral, Fla.

After the Florida exhibition, they were moved into the Chicago Museum of Science and Industry, and funded and maintained by USDA's Office of Information.

Two years ago, the University of Illinois took over the exhibits and space and has maintained them until this year. With cutbacks in funds for both the University of Illinois and USDA, and the fact that the exhibits need updating and repairs, it was decided to remove them from the museum.

Some of the exhibits have been offered to the Agriculture Hall of Fame in Kansas.

UNIVERSITY OF MISSOURI HAS OPENING

The University of Missouri-Columbia College of Agriculture and Extension Division has an opening for a professor or associate professor of Extension Education, associate agricultural editor, and associate director of Extension Information.

Applicants must have one or more degrees in journalism/communications. An earned doctorate is required but extraordinary professional experience could be accepted in lieu of a terminal degree. The salary is competitive.

Send resume to: Richard L. Lee, Chairman, Department of Extension Education, 1-98 Agriculture Building, University of Missouri-Columbia, Columbia, MO 65211. Telephone (314) 882-2480.

Closing date is December 15.

AGRICULTURAL INFORMATION OFFICER NEEDED

The Washington State Department of Agriculture has a position opening as their chief agricultural information officer.

Their public information office has only existed for 3 years and needs a headstrong, motivated, independent person to jump in and pick up where Vicky Scharlau-Nelson, the last person, left off.

A degree in journalism, communication, public relations or advertising, and a minimum of 4 years of experience is required. Three of those years must have been in some aspect of agriculture.

Send your resume to Barbara Mathisen, Recruitment Coordinator, Washington State Department of Agriculture, 406 General Administration Building, Olympia, WA 98504.

Closing date is December 1.

'ACEBIBS' AVAILABLE TO AG COMMUNICATORS

Gary Vacin, head of Kansas State University's Department of Extension Information, has spent many hours in past months gathering information about communication technology and placing it in a database maintained by the Agricultural Communicators in Education (ACE).

According to latest ACE newsletter, present available information has to do with computer graphics and electronic newsgathering. Material on teleconferencing soon will be loaded into the database.

The database is located on the ITT Dialcom computer system for all IDs with prefixes of AGC, AGS, AGR, or CGI. All those Dialcom mailbox users should be able to access the ACE database by entering "ACEBIBS" at the system prompt after signing on to the Dialcom system.

Vacin and ACE are urging use of this handy database designed for agricultural communicators.

"ACEBIBS" is a good example of ag communicators putting the new technology to good use to improve their own professionalism. ACE, as an organization, has been using the Dialcom electronic mail system for about 3 years or more for communications among its officers and with the organization's national headquarters.

In addition to the officers, several ACE members have Dialcom IDs in order to communicate and have access to other services on the system (AGC network).

ACE has attracted a number of associate members who desired electronic mailboxes so they could access USDA news and other information.

NEW COSDA OFFICERS NAMED

Communication Officers of State Departments of Agriculture (COSDA) elected new officers at the organization's recent annual meeting and workshops held in Raleigh, N.C.

Mal Boright, chief of information and education for the Vermont Department of Agriculture, was elected president for the 1985-86 year. He served as first vice president during the past year.

Boright succeeds June Brotherton, director of public affairs for the North Carolina Department of Agriculture, as president.

Dalton Hobbs, information officer for the Oregon Department of Agriculture, was elected first vice president. He was secretary last year.

Christine Thompson, director of press and information for the Georgia Department of Agriculture, was named second vice president, to succeed Diane Larkin, former information officer for the Missouri Department of Agriculture. Thompson was editor of the COSDA newsletter last year.

Carole Jordan, public information officer for the Kansas Department of Agriculture, was elected as COSDA secretary for 1985-86.

Lana Dickson, director of public relations for the New Mexico Department of Agriculture, was re-elected treasurer.

Anna Fletcher, information officer for the Utah Department of Agriculture, was named editor of the COSDA newsletter for the coming year.

The State agricultural agency communicators heard Jim Boillot, former Director of the Missouri Department of Agriculture and currently USDA's Director of Intergovernmental Affairs, discuss need for good communications and closer cooperation between State and Federal Governments to help deal with the problems in agriculture.

North Carolina Commissioner of Agriculture Jim Graham and Henry Simmons, executive director of the Farm Credit Banks of Columbia, S.C., also addressed the conference. Both dwelled heavily on current farm and agricultural credit situations and the communicators' role in informing a concerned public.

One of the COSDA workshop topics dealt with managing crises in agricultural public relations and information. Speakers were public relations professionals with agricultural relations firms or corporations dealing with agricultural problems. Their message was consistent: Communications planning is necessary.

Another session dealt with COSDA information and public relations support plans for the 1987 National Food and Agriculture Expo in Seattle, Wash. The expo is sponsored by the National Association of State Departments of Agriculture and partially funded by USDA's Foreign Agricultural Service. Farrell Higbee, NASDA's director of the shows (held every 2 years--Kansas City in 1985 and Atlanta in 1983), met with the conference attendees to review plans.

Attendees had an opportunity to hear Steven Burke, public education and awareness director and other officials with the North Carolina Biotechnology Center in the State's "research triangle" tell about their communications plans in support of the Center. The presentation was followed by a tour of the Ciba-Geigy Biotechnology Research Center.

There were some lighter moments during the 3-day meeting, such as the likely tradition-setting ceremony of consuming the "spirited" grub imported from Mexico by immediate past president Mark Randal, press secretary of the Illinois Department of Agriculture. He and others received much sage advice from one of the veterans, Ed Parminter, director of information for the Wisconsin Department of Agriculture, Trade and Consumer Protection (COSDA president in 1972-73).

New president Boright announced that next year's annual meeting and workshops would be held in Vermont, probably in October.

USDA COMMUNICATOR TO HEAD NAGC CONTEST

Lynn Wyvill, a USDA public affairs specialist with the Office of Information's Video & Film Division, will chair the 1986 annual "Gold Screen" competition sponsored by the National Association of Government Communicators.

Wyvill, who served as immediate past secretary of NAGC and herself was a "Gold Screen" winner in 1984 and 1985, is a 1974 graduate from the University of Maryland with a degree in Radio/TV/Film. She was an audiovisual production specialist at the National Bureau of Standards and at the Naval Research Laboratory before going to USDA in 1980.

NAGC also sponsors another annual competition open to all communicators employed by Federal, State and local Government agencies. It is the "Blue Pencil" contest for writers and editors.

Madeleine Jacobs, assistant director of public affairs at the Smithsonian Institution, will chair that contest. Next year's "Blue Pencil" competition will be the 24th annual contest sponsored by NAGC and its predecessor organizations.

The "Gold Screen" contest for broadcasters and audiovisual specialists next year will be the 9th annual competition.

Both Wyvill and Jacobs were named by outgoing NAGC president, Brenda Curtis-Heiken, public affairs specialist with the Radio & Television Division of USDA's Office of Information.

"Since these two women are in charge of next year's awards event, I have no doubt it will be spectacular!" said Curtis-Heiken. The NAGC awards event will be held June 3, 1986, in the newly renovated National Press Club's Ballroom.

NAGC just completed its annual conference and workshops at Lowe's L'Enfant Plaza Hotel in Washington, D.C.

Neil Frank, director of the NOAA's National Hurricane Center in Miami, Fla., was named NAGC's "Communicator of the Year" and presented with an appropriate plaque.

TECHNICAL EDITOR NEEDED AT WINROCK

Winrock International still needs a junior technical editor. Duties include editing technical papers, bulletins, and reports, and working with authors from the United States and other countries.

The position requires editing and writing skills and an agricultural background. A bachelor's degree is minimum, and a master's and second-language competency is preferred.

Contact: Personnel Manager, Winrock International, Petit Jean Mountain, Morrilton, AR 72110. Telephone (501) 727-5435, TWX (910) 727-6616, or Dialcom AGC017.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U. S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments or inquiries should be sent to Denver Browning or Nancy Bevis, Office of Information, Room 536-A, U. S. Department of Agriculture, Washington, DC 20250 or send to AGR209 or AGR001 mailboxes on the ITT Dialcom system, or call (202) 447-7454.

